

## Message Text

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PAGE 01 LONDON 11958 280009Z  
ACTION EUR-12

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TO SECSTATE WASHDC 8590  
INFO USDOC WASHDC  
AMEMBASSY ISLAMABAD

UNCLAS LONDON 11958

E.O. 11652: N/A  
TAGS: BEXP, XF  
SUBJECT: FIRST MIDDLE EAST BUSINESS EXPO - 78

PLEASE PASS REGIONAL TRADE DEVELOPMENT OFFICE TO THE  
NEAR EAST (ATHENS).

1. THE FIRST MIDDLE EAST BUSINESS EXPO - 78, HELD AT  
THE GROSVENOR HOUSE HOTEL, LONDON JULY 21 TO 29, AFTER  
THE FIFTH DAY HAS TOTALLY FAILED TO FULFILL ITS AVOWED  
INTENTION OF "PROVIDING UNLIMITED OPPORTUNITIES FOR  
SUCCESSFUL EXPORT CONTACTS IN THE RICHEST MARKETS OF THE  
WORLD TODAY". AMONG THE FIFTY COMPANIES WITH WANING  
HOPES FOR EITHER CONTACTS OR SALES, ARE AT LEAST FOUR  
FROM THE U.S. - COLLINS ENTERPRISE & EXPORTS INC. OF  
FRANKLIN PARK N.J., BECKMAN INSTRUMENTS, STRUCTURAL  
CONCEPTS CORPORATION OF SPRING LAKE, MICHIGAN AND WEFT  
INDUSTRIES OF 368 BROADWAY, NEW YORK CITY.

2. FAIR ORGANIZER NASSER NAYYAR OF "MIDDLE EAST TRADE  
EXHIBITIONS LIMITED" WAS UNAVAILABLE WHEN EMBOFFICER  
VISITED EXPO - 78 IN RESPONSE TO COMPLAINTS FROM COLLINS  
ENTERPRISE REPRESENTATIVE PATRICIA BAKER. TALKS WITH  
8-10 OTHER DISILLUSIONED REPRESENTATIVES REVEALED SAME  
STORY - TOTAL LACK OF VISITORS, QUALIFIED OR  
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UNQUALIFIED. EXHIBITORS CLAIM THAT NAYYAR HAS PROVIDED  
NO PUBLICITY ASIDE FROM AN ADVERTISEMENT IN THE MIDDLE  
EASTERN MAGAZINE WHICH IS INVOLVED WITH A CONFERENCE  
BEING CONDUCTED AT SAME TIME AS EXHIBITION. BROCHURES  
HAVE BEEN WIDELY DISSEMINATED THROUGHOUT EUROPE, MOSTLY  
UNDER HOTEL DOORS, THOUGH SOME HAVE BEEN SENT TO  
CHAMBERS OF COMMERCE. OUT OF A 160 EXHIBITORS ORIGINALLY

CLAIMED, ONLY ABOUT 50 HAVE ACTUALLY MATERIALIZED AS EXHIBITORS. THEY REPRESENT A HODGEPODGE OF ITEMS FROM ELECTRONICS TO PERFUMES. TO DATE THERE HAVE BEEN NO SIGNIFICANT CONTACTS OR SALES REPORTED AND ATTENDANCE OF ANY KIND HAS BEEN EXTREMELY SPARSE. ONE U.K. FIRM, HAVING PAID CHECK FOR SPACE OF \$5,000, DECIDED TO STOP PAYMENT 24 HOURS LATER ONLY TO BE INFORMED THAT PAYMENT HAD ALREADY BEEN MADE TO NAYYAD.

3. COLLINS, AND POSSIBLY OTHER U.S. FIRMS AS WELL, FEEL THAT THEY HAVE BEEN CONNED AND THAT THERE IS "GIGANTIC RIP-OFF". FIRM WHICH APPARENTLY HANDLED RECRUITMENT IN U.S. IS SENA GROUP INTERNATIONAL INC, 103 PARK AVENUE NEW YORK CITY, NY 10017. ENTRY FEE OF L4 IS FAR ABOVE NORMAL U.K. CHARGE FOR SIMILAR TYPE EXHIBITION (THE NEC NORMALLY CHARGE L1) AND PROBABLY FURTHER DIMINISHED NUMBER OF VISITORS.

4. ADDRESSEE POSTS ARE REQUESTED TO DEVELOP ANY INFORMATION THAT MAY BE AVAILABLE ON MR. NAYYAR WHO, WE HAVE BEEN INFORMED, IS A PAKISTANI NATIONAL. CAGNE IF APPROPRIATE MAY WISH TO ALERT COMMERCE FIELD OFFICERS TO MR. NAYYAR'S ACTIVITIES.

5. EMBASSY WAS ABLE TO ASSIST THE U.S. EXHIBITOR STRUCTURAL CONCEPTS WHICH HAAS A MARKETABLE PRODUCT TO UNCLASSIFIED

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OBTAIN SOME GOOD TRADE LEADS FOR BOTH NEAR AND U.K. MARKETS.

6. BROCHURES AND CONFERENCE HANDOUTS ARE BEINGPOUCHED SEPERATELY TO CAGNE.  
BREWSTER.

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## Message Attributes

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**Channel Indicators:** n/a  
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**Concepts:** n/a  
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**Disposition Comment:**  
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